

IN THE ABSTRACT

This is the second amendment to the abstract.

~~One aspect of the invention is directed to a~~ A system and method for providing an incentive to a customer of a store to return a shopping cart to a cart return location. The system generates a cart return signal. The system determines whether a cart is being removed from or returned to the cart corral. Alternatively, a radio frequency identification system may be used to detect return of a cart. The shopper is credited with points or credits in a frequent shopper or reward program for returning the shopping cart to the cart return location. The cart return system may be readily configured to integrate with a wide range of existing, or new frequent shopper or loyalty programs.